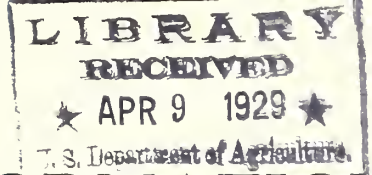


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ADVANCE INFORMATION

GIVING DESCRIPTIONS AND PRICES

NEW STRAINS

AND VARIETIES

COKER'S PEDIGREED COTTON SEED

FOR SPRING SEASON 1929

TO GROWERS OF COTTON:

Last season, several of our most popular varieties of cotton seed were sold out in the early fall. A large number of our customers were seriously disappointed in not being able to secure seed of some of our new strains. Many of them buy from us every year some new seed of the latest pedigreed strain of the variety they prefer and grow their seed for the next year's planting.

The failure to secure his quota of our seed in any one year is a loss to the customer because it is only by planting each year some of the latest pedigreed strain that the character of a variety may be maintained at its highest point and maximum production obtained.

This year, in particular, customers should book their orders for seed early. The heavy late summer rains have destroyed a considerable proportion of our expected seed stocks and the available stocks will therefore be even more limited than we anticipated.

We are giving this opportunity for booking seed in advance in order that customers who are desirous of planting Coker's Pedigreed Seeds may insure their supply. All orders are booked subject to crop outturn and the price is guaranteed against decline. We urge you to place your advance order at once because we will not accept orders beyond our anticipated production.

Yours very truly,

COKER'S PEDIGREED SEED CO.

By David R. Coker, *President*

INSURE YOUR SUPPLY OF

THE LEADING PURE BRED PRODUCTIVE COTTON SEEDS

BY BOOKING ADVANCE RESERVATIONS DIRECT FROM

COKER'S PEDIGREED SEED COMPANY

The South's Foremost Seed Breeders

Home Office: Hartsville, S. C.

Coker-Cleveland—Extra Length Cotton

PEDIGREED COKER-CLEVELAND 884 STRAIN 2

(Pedigree: C1-2A-2-45-84-1)

PLANT—Dwarf, spreading flat-topped, thin foliage with from two to four basal branches and long fruiting branches.

BOLLS—Large, about 62 to pound, with thick hull which hardens quickly to resist weevil punctures.

SEASON—Earliest Cleveland.

OPENING—Excellent, wide, fluffy.

STORM RESISTANCE—Excellent.

PICKING QUALITY—Excellent.

LINT LENGTH—1 1-16 to 1 1-8 under good conditions.

CHARACTER—Excellent.

LINT PERCENT—36 to 38%.

This is our newest strain of the striking new Cleveland. It has the same desirable type as the parent, namely: dwarfed, spreading, flat-topped, thin foliage, with from two to four basal branches and long fruiting branches. It sets a crop quickly, low on the stalk. The hull is thick and hardens up quickly which together with the high percent of the crop set on long fruiting branches makes it a safe cotton to plant under boll weevil conditions. This cotton produces 1 1-16" to 1 1-8" staple under good conditions; has from 1 to 2 percent higher lint outturn and is even more productive than the parent 884. Is the earliest of all Clevelands.

Prices: Pedigreed Coker Cleveland 884, Strain 2, per 100 lb. bag \$11.67; 20 bags and above at \$11.17 per bag. F.O.B. Harts-ville, S. C. or Memphis, Tenn.

PEDIGREED COKER-CLEVELAND 884 STRAIN NO. 1

(Pedigree: 2a-2-45-84)

Coker-Cleveland 884 is descended from the most striking progeny in our 1924 plant-to-row of Cleveland. It was the 84th selection from our 1 1-8 Cleveland, whence its name. Its parent led in 1925 and 1926 in the short staple variety test conducted by the Stoneville Pedigreed Seed Company at Stoneville, Miss. It also won sixth place for Mr. Jesse Adams, of Marlboro County, in the South Carolina 5-Acre Contest in 1926.

Cleveland 884 is earlier, more uniform, has thinner foliage and is more productive than the parent. It led in yield at the Pee Dee Experiment Station 1927 early poison variety test, producing 1736.4 lbs. of seed cotton per acre. In our main variety test at Hartsville it led all Clevelands in production and ranked third in the test being led only by two of our long staple cottons. This test included 46 of the best long and short staple cottons.

No variety that we have introduced has met with more hearty approval. Its type, earliness, and production impress all.

Prices: Pedigreed Coker Cleveland 884, Strain 1, per 100 lb. bag \$7.50; 20 bags and above at \$7.00 per bag. F. O. B. Harts-ville, S. C. or Memphis, Tenn.

PEDIGREED COKER-CLEVELAND No. 5 STRAIN 2

(Pedigree: C1-1a-3-13-4-9-9-5)

PLANT—Medium open in type.

BOLLS—Large, 64 to pound.

SEASON—Early.

OPENING—Excellent, wide, fluffy.

STORM RESISTANCE—Good.

PICKING QUALITY—The best.

LINT LENGTH—1 1-16.

CHARACTER—Excellent.

LINT PERCENT—37 to 40%.

In Cleveland 5, Strain 2, we have to offer a new and improved Cleveland 5 cotton that has all the good qualities of its parent of earlier maturity, a little thinner foliage, slightly more open type of growth, a higher lint yield, averaging in two 1927 tests 39%. It has produced more pounds of lint cotton per acre than Strain 1 in all tests in which both have been planted. Strain 1 of Cleveland 5, in the Cleveland test of 1926 and in the Cleveland and Main variety tests in 1927, produced an average of 675.9 pounds of lint per acre. In these same tests Cleveland 5, Strain 2, produced an average of 702.7 pounds of lint per acre. Cleveland 5 admirers have been watching with interest this new strain, and are enthusiastic over it.

Prices: Pedigreed Coker Cleveland 5, Strain 2, per 100 lb. bag \$9.50; 20 bags and above at \$9.00 per bag. F.O.B. Harts-ville, S. C. or Memphis, Tenn.

PEDIGREED COKER-CLEVELAND NO. 5 STRAIN NO. 1

(Pedigree: C1-1a-3-13-4-9)

First Prize Winner in South Carolina Five-Acre Contest 1926 and 1927.

This premier full length short staple cotton needs no word of recommendation to the many growers who are familiar with its numerous excellent qualities. It has a rare combination of factors—namely, full length 1 1-16" staple, of best character and highest spinning quality, plus vigor, large boll, storm resistance, striking productivity and dependability—which makes it most popular both with the manufacturer and the grower.

Prices: Pedigreed Coker Cleveland 5, Strain 1, per 100 lb. bag \$6.67; 20 bags and above at \$6.17 per bag. F.O.B. Harts-ville, S. C. or Memphis, Tenn.

THERE ARE ALL KINDS OF CLEVELAND COTTONS

There are dozens of strains of Cleveland cottons on the market. Some are good but many are nothing more than gin run seed. The Coker Cleveland Cottons, direct from us, are unsurpassed by any strain of Cleveland cotton to be found.

Intermediate Lengths of Staple Cotton

COKER'S PEDIGREED SUPER-SEVEN STRAIN 4

A WILT RESISTANT COTTON

(Pedigree: SS-101-3-5-7-12-3)

PLANT—Vigorous symmetrical, open type.
BOLLS—Medium, large 66 to 68 to pound.
SEASON—Early.
OPENING—Good.
STORM RESISTANCE—Very good.
PICKING QUALITY—Excellent.
LINT LENGTH—1 1-8 full.
CHARACTER—The best.
LINT PERCENT—35%.
SEED—Almost lintless, milling value high.
CONTENT OIL—High, 10% above average.
CONTENT MEAL—High, 1025 to 1287 pounds per ton of 7% ammonia meal.

We had only a few hundred bushels of these seed to sell the past spring. All those who were fortunate enough to get these seed are delighted with the appearance, production, and wilt resistance of this cotton.

Strain 4 traces two generations back to the same blood line as Strain 2, and like Strain 2 it has a nice size boll (66 to 68

to pound), round ovate in shape, storm resistant, and of excellent picking quality. It gives a good lint yield—35%. The staple is 1 1-8" full, and the quality and character are of the best. It is wilt resistant to a high degree. It is descended from a strikingly productive progeny row grown in 1924 on as bad and uniformly infested piece of wilt land as could possibly be found. It was increased in 1925 on the same land and has since been tested and increased on wilt soils.

Super Seven cottons make us more net money on wilt lands than any cotton we plant. Some say that they would plant Super Seven if they had no wilt. Super Seven Strain 4 is more productive than Strain 2. It led Strain 2 in seed cotton, lint, and money per acre in our two 1927 variety tests, and Strain 2 led the wilt variety test at the Pee Dee Experiment Station in 1927 in money value per acre.

Prices: Coker's Pedigreed Super-Seven, Strain 4, per 100 lb. bag \$9.50; 20 bags and above \$9.00 per bag. F. O. B. Hartsville, S. C., or Memphis, Tenn.

PEDIGREED COKER-FOSTER STRAIN 300

(Pedigree: (A—65-26-1-2))

PLANT—Dwarf, with two to four vegetative branches and short fruiting branches, thickly set with nice bolls.
BOLLS—Round ovate, 69 to 73 to lb., five less to pound than Delfos 6102.
SEASON—Very early.
OPENING—Excellent, wide, fluffy.
STORM RESISTANCE—Excellent.
PICKING QUALITY—Excellent.
LINT LENGTH—1 1-8 full to 1 3-16.
CHARACTER—Excellent
LINT PERCENT—35.7% 3 year average, 36.6% 1927 average.

A most striking and valuable new Foster cotton of very dwarf type. It has excellent round ovate bolls (five less to pound than Delfos 6102) closely set on short fruiting branches. The staple is 1 1-8" full to 1 3-16", very uniform and of best character. The percent of lint is higher than any Foster we know of, having averaged

in all tests during the past three years 35.7%, one test in 1927 going as high as 37.7%. It led all cottons in production and money value in the main variety test at the Pee Dee Experiment Station in 1927. It has consistently led other Foster cottons that it has been tested against (except Coker-Foster Strain 4) in pounds of lint and money value per acre.

It has unusual vigor and stands adverse weather conditions much better than other strains. Yet it sets and matures a crop more quickly than any Foster or Delfos cotton that it has been tested against. This together with its dwarf habit of growth, nice size bolls, excellent picking quality, and storm resistance, makes it a good cotton to plant on any soil and a splendid cotton on rich soils.

PRICES: Pedigreed Coker-Foster, Strain 300, per 100 lb. bag \$9.50; 20 bags and above at \$9.00 per bag. F.O.B. Hartsville, S. C., or Memphis, Tenn.

PEDIGREED COKER-FOSTER STRAIN 4

(Pedigree: A-65-4-5-5)

PLANT—Erect, very open in type, with long, slender fruiting branches. Thin foliage. Small, deeply lobed, almost smooth leaves.
BOLLS—Long, ovate, slightly pointed. Larger than most Fosters, about 72 to pound.
SEASON—Very early.
OPENING—Excellent, wide, fluffy.
STORM RESISTANCE—Good.
PICKING QUALITY—Good.
LINT LENGTH—1 3-16 full to 1 1-4, uniform.
CHARACTER—The best.
LINT PERCENT—35.5% average.

A new 1 3-16" to 1 1-4" Delfos 631 selection. More erect in type than Delfos 6102 with extremely thin foliage. In our main variety test it produced 454.55 pounds of lint per acre against 400.99 pounds for Delfos 6102 and 417.62 pounds per acre for Delfos 911. In 1927 a 17-acre field of this cotton produced 20.3 500-lb. bales and some of this cotton sold for 33c per pound. The character is the best of any of the Foster group of cottons we know of, except our Foster 300.

Prices: Coker-Foster, Strain 4, per 100 lb. bag \$11.67; 20 bags and above at \$11.17 per bag. F.O.B. Hartsville, S. C., or Memphis, Tenn.

Longest Fibre Upland Staple Cottons

COKER'S PEDIGREED WILDS NO. 1

(Pedigree: A-113-1-2-9-1)

PLANT—Stocky with fruit set low on stalk. One to three lateral branches and many long sturdy fruiting branches, thickly set with large bolls.

BOLLS—Large, 58 to 60 to pound. Round, ovate, very slightly pointed, pendant.

HULL—Very thick, fibrous, hardening quickly, resisting weevil puncture.

SEASON—Earliest of the longer cottons.

OPENING—Excellent.

STORM RESISTANCE—The best.

PICKING QUALITY—The best.

LINT LENGTH—1 5-16 to 1 3-8 under good conditions.

CHARACTER—Excellent.

LINT PERCENT—33 to 34.5%.

We introduced this new long staple cotton the past spring. We have been impressed with its remarkable qualities from the original plant-to-row grown in 1924 to the present, and each year our good opinion of it has increased. It led the new strain Long Staple Test in 1925 in yield and dollars per acre. It led our main variety test in 1926 in money value per acre, producing 591.07 lbs. of lint per acre and the total value of seed and lint was \$163.18, while the total value of lint and seed of its nearest competitor was \$148.09.

The yields on our increase fields have always exceeded our highest expectations. We have had reports from many customers who planted this cotton and all are highly pleased with its type, quick and continuous fruiting, vigor, large bolls, and production. All predict a great future for this variety.

The extremely large bolls that open wide and fluffy together with the tendency of the bolls to turn down, make this the most storm resistant cotton that we know of, at the same time it is the best picking cotton.

It has produced more pounds of seed cotton and more pounds of lint per acre than any cotton of its length and more net dollars per acre than any variety except our Deltatype Webber Strain No. 7.

PRICES: Coker's Pedigreed Wilds No. 1, per 100 lb. bag, \$11.67; 20 bags and above at \$11.17 per bag, F.O.B. Hartsville, S. C. or Memphis, Tenn.

COKER'S PEDIGREED DELTATYPE WEBBER

STRAIN 7

(Pedigree: W-82-5-16-126-1-32)

PLANT—Erect, very open, and with thinner foliage than other Deltatypes, prolific, vigorous, very hardy — drought resistant.

BOLLS—Large, 58 to pound.

HULLS—Thick, fibrous, hardening quickly. Resists weevil puncture.

SEASON—The earliest Deltatype.

OPENING—Excellent—the best of the Deltatypes.

STORM RESISTANCE—The best.

PICKING QUALITY—Good.

LINT LENGTH—1 5-16 to 1 3-8 under good conditions.

CHARACTER—Excellent.

LINT PERCENT—33.7%.

MONEY VALUE—THE HIGHEST.

The highest yielding cotton of its length (1 5-16) that we have ever tested. It led in value per acre in our new strain staple test, 1926. It led all cottons in our main variety test in 1927 in pounds of seed cotton per acre, also led in money value per acre. In this test very little weevil control was attempted hence all yields were low. Deltatype Strain 7 led the test with 1521 pounds of seed cotton per acre; the total value of the crop was \$172.93 per acre, whereas the total value of the next highest was \$146.69 per acre. A 39 acre field of this cotton produced 41.57 500 lb. bales in 1927. Strain 7 is similar in type to all Deltatypes; but is more open growing, has thinner foliage, higher lint percent, and is the earliest maturing of all Deltatypes.

PRICES: Coker's Pedigreed Deltatype, Strain 7, per 100 lb. bag \$10.00; 20 bags and above at \$9.50 per bag, F.O.B. Hartsville, S. C., or Memphis, Tenn.

NOTE: We describe our cottons in accordance with their records and characters shown under good conditions in our test plots and increase fields. They will do as well under the same conditions elsewhere and sometimes they do better. Under poor conditions however, the results in length, boll size, etc., will be less.

BOOK ADVANCE RESERVATIONS NOW

FOR SPRING SHIPMENT 1929

5 Per Cent Extra Discount For Advance Shipments in November

3 Per Cent Extra Discount For December Shipments

MAIL ADVANCE RESERVATIONS DIRECT TO

COKER'S PEDIGREED SEED COMPANY

THE SOUTH'S FOREMOST SEED BREEDERS

HARTSVILLE, S. C.